

Project concept
mmp19c2
Visu 5

Esplanade Park

from concrete to nature

Paula Biljaka
Seraina Schmid
Mara Eggenberger
Anabel Baumgartner

Table of contents

1 Lead	1
2 Abstract	1
3 Timing	2
4 Project planning	4
5 Key visual	6
6 Wireframes/Mood board/Design ideas	7

1 Lead

1 The current situation at Place d'Esplanade in Biel is dismal, there's concrete over concrete everywhere. With our project "Esplanade Park - from concrete to nature" we want to solve this problem and bring people and life back to this public open space.

2 Abstract

Nature, tranquillity and fun. These are our keywords for the realisation of the new concept for the Place d'Esplanade in Biel. Currently, the area has little to offer. There is not much more than a concrete square with some art installations and a youth centre. It looks sad and the people on it seem lost. Additionally, in summer the type of construction affects the temperature and causes additional heat in the city due to the concrete.

All this will now get changed. With an innovative landscape architecture, resting and sports areas will be separated from each other. The new hill also serves as a sound absorber, so the two areas are acoustically separated from each other. The people who want to relax in the park will not be disturbed by the sports area. On the area for rest will be a huge meadow with a pond and also a pavilion, art, a café and small mobile libraries (reading boxes). On the sports area will be a boulder area and an adventure park.

3 Timing

	CW 42 (week 1)					CW 43-48	CW 42 (week 2)					
	18.10.21	19.10.21	20.10.21	21.10.21	22.10.21	25.10 - 05.12.21	06.12.21	07.12.21	08.12.21	09.12.21	10.12.21	12.12.21
kick-off visu	all											

concept

project selection, brainstorming, gathering initial ideas, research	all											
determine elements and research for inspiration, create timing		all										
mood board			Mara									
abstract, lead, title (concept)			Seraina									
corporate identity ideas			all									
design idea			all									
text project planning + other texts			Seraina	Seraina								
corporate identity				Mara								
key visual (map)				Paula								
translation				Seraina								
concept in InDesign				Mara								
concept delivery 5 pm						all						
blog						all						

content

draw elements on a map		all										
design idea map			Anabel									
map Blender		Paula	Paula	Paula	Paula							
list Blender with effort estimation			Anabel	Anabel								
create specific Blender objects			all	all	all	all						
detail-shot of the things on the map							all					
merge							all					
inking								all				
lightning				Paula								
improvements									all			
texts for the elements							all	all				

website

set up web server	Paula											
wireframes website			Paula	Mara								
programming								all				
texts website (footer...)								all	all			
testing										all		

administrative

prepare presentation										all		
post project on blog										all		
presentation											all	
delivery												all
blog												all

4 Project planning

From the first idea to the realisation:

Our first ideas were very diverse, from a simple architectural map to 3D maps, which are created in Blender and much more (for details, see list below). But then we decided on one method: Blender. For this we have chosen the low poly style. The goal is now to create a 3D map in Blender, which will be used for the illustration of our idea for the park on our website. Each element on the map will be clickable and viewed in detail, so everybody can read more about the elements.

First ideas:

- simple architectural map
- illustration of a map from above
- map from above (simple perspective drawing)
- 3D map, built in Blender
- an illustrative map (amusement park) with 3D drawings (by clicking you can zoom into the map to see details)

We agreed on the map and website, because we believe that it is fascinating and informative for users to inform themselves through these about a new construction project. In addition, only certain elements that are exciting for the user can be viewed and it is not always necessary to read something about the entire project. The aim is to address all residents and those interested in the project.

The project started in a simple way with doing research on "hard facts", like the dimension of the square, the surroundings, everything that will stay where it is and much more. Later, we researched every element we wanted to build inside the park. For example, we decided to make the architecture of the buildings and objects dynamic and future-oriented. We also had to decide on tree species. This was because we wanted to build an adventure park on top of a parking garage - which is anything but easy. We therefore decided to embed the trees, which would support platforms of the adventure park, into the ground. That means, the trees will grow upwards through the ceiling of the parking garage. For the smaller trees, which do not serve as an element of the adventure park, we researched tree species with small roots or roots that grow more in width. We decided on the columnar maple as the small tree, and for the shallow-rooted trees, we chose the chestnut and Judas tree. Another decision we had to make was about the climbing wall. First we wanted to put it onto a residential building, but then we agreed on changing it to a small boulder area on the ground. The reason was that it would be impossible to put a climbing wall onto a wall with windows. Many other choices can be found in our process documentation.

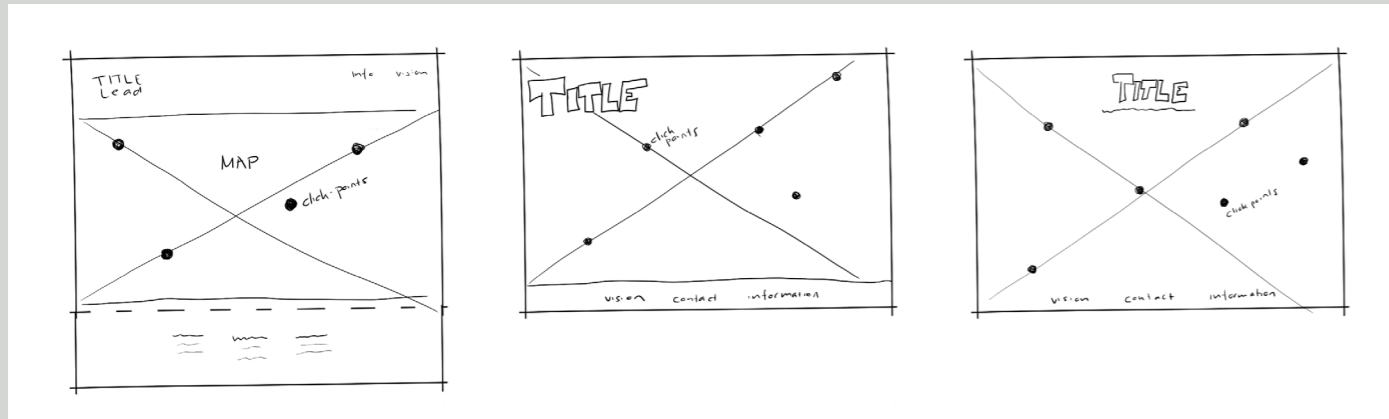
In terms of content, we will include the congress building and the AJZ (UFO) into our plan. The parking garage, on the other hand, is in our way, or better said the exit of the parking garage. We will therefore move it back a few meters by making the entrance less steep. Also, some streets will be calmed down, which means closed for motorized traffic. On our map, we have also added the buildings that are located on one side of the square and are nowadays still under construction. In order to make the whole area greener, not only the park, but also some of the surrounding facades will get covered with green plants.

After all these decisions, we started creating a map in Blender, decided on individual elements, divided them among the people in the group, created a mood board and a stylesheet.

Plan for the second week:

At the beginning of the second week, the elements of the park should be finalized so far and we will start colourising and putting them together. In addition, however, there will certainly be small improvements and details that need to be added. In the week itself, we will program the website and then prepare the submission and the presentation.

First wireframes



Detailed wireframe



Stylesheet

Titel

ESPLANADE PARK

Magistral Bold 72pt.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ?!

TYPOGRAPHY

MENU
 Magistral Medium 30pt.
 ABCDEFGHIJKLMNOPQRS
 TUVWXYZ?!
 abcdefghijklmnopqrstuvwxyz?!

Untertitel
 Niveau Grotesk Medium 16pt.
 ABCDEFGHIJKLMNOPQRSTUVWXYZ?!
 abcdefghijklmnopqrstuvwxyz?!

COLORS/MATERIALS

#8089a6	#b0b7bf	#667302	#08a633	#bfae7a	#715b4d
---------	---------	---------	---------	---------	---------

Fliesstext
 Niveau Grotesk 14pt.
 ABCDEFGHIJKLMNOPQRSTUVWXYZ?!
 abcdefghijklmnopqrstuvwxyz?!